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Today, as ever, Boeing technology is shaping the future of commercial airplanes. From digital design to lean manufacturing. From advanced flight decks and new wing designs to high speed and extended range airplanes. Our goal is simple: To make flying safer and more comfortable for passengers, and more efficient and profitable for airlines. It's a commitment to innovation that takes a back seat to no one.



Leadership in technology and innovation have long been the hallmark of Boeing Commercial Airplanes. As part of an ongoing campaign that focuses on Boeing's leadership position in this market, this ad reinforces the company's commitment to the development of leading edge technology and its application to our current family of airplanes as well as in shaping the future of the industry.